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February 22, 2016

Mayor Fred Eisenberger and Members of Council  
City of Hamilton  
71 Main St.W.  
Hamilton, Ontario L8P 4Y5

Dear Mr. Mayor and Members of Council:

The Downtown Hamilton BIA, at its last Board meeting on February 18<sup>th</sup>, 2016 discussed the report on potential increases in Municipal Parking rates city wide. Several studies that have taken place in the last few years have pointed to parking as the number one problem with why people don't come downtown. In 2005 the City of Hamilton invested \$200,000 in creating commercial market studies for all of the BIAs in the City and the number one issue of why customers don't come downtown in our study pointed to parking issues like meters and fines. A poll of 250 surveys was taken by the Downtown Hamilton BIA in November, 2015 and it showed one of the key deterrents to people coming downtown was still the lack of available parking and the price.

The Downtown commercial economy is still hinged on people in the suburbs using their vehicle to come downtown to work, to shop, to do business or to enjoy our cultural amenities. The BIA reports that increased parking fees serves as a direct threat to the decision of the majority of our customers to come downtown. The BIA will be launching a new brand for Downtown Hamilton in the coming months and wants to encourage residents, visitors, and businesses to enjoy our area.

Therefore the Downtown BIA board passed the following motion:

**MOTION: Moved by Al Frisina, Seconded by E. Apostol  
That the Downtown Hamilton BIA support the increase in municipal off-street parking lot revenue increases but oppose on-street meter parking increases in Hamilton. CARRIED**

We urge council not to increase the on-street parking rates in Downtown Hamilton.

Sincerely

Lillian Cathcart  
Chair